

## **FERENCE & ASSOCIATES**

409 Broad Street  
Pittsburgh, Pennsylvania 15143  
Phone: (412) 741-8400  
Fax: (412) 741-9292  
Web: www.ferencelaw.com

### **USPTO FACSIMILE COVER SHEET**

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To: Commissioner for Patents  
Fax Number: (571) 273-8300  
Date: February 16, 2006  
Pages: 14 pages (including this cover sheet)

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#### **MESSAGE:**

**RESPONSE UNDER 37 CFR 1.116**  
**-- EXPEDITED PROCEDURE --**  
**EXAMINING GROUP 2685**

**METHOD AND APPARATUS FOR TIME-AWARE**  
**AND LOCATION-AWARE MARKETING**  
Application No. 09/805,310  
Examiner B. Jackson  
Art Unit 2685

Amendment Transmittal  
Amendment After Final

696.004

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BERENCE & ASSOCIATES  
Amendment Transmittal

Atty. Docket No. 696.004

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Srinivasan et al.  
Serial No. : 09/805,310 Examiner : B. Jackson  
Filed : March 13, 2001 Group Art Unit : 2685  
For : METHOD AND APPARATUS FOR TIME-AWARE AND  
LOCATION-AWARE MARKETING

HON. COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

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Sir:

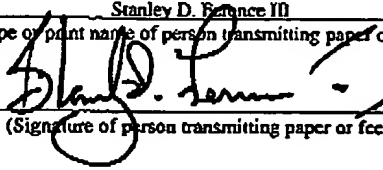
Transmitted herewith is an Amendment in the above-identified application.

1. ☐ Applicant requests an extension of time to respond to the outstanding Office Action. A Petition for an extension of time is enclosed.
- OR
2. ☒ In the event that an extension of time is required, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition and fee for extension of time.
3. ☒ Small Entity status of this application has been previously established.
4. ☐ A verified statement to establish Small Entity status is enclosed.

CERTIFICATE OF FACSIMILE TRANSMITTAL

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being facsimile transmitted on (571) 273-8300 on February 16, 2006 to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Stanley D. Berence III  
(Type or print name of person transmitting paper or fee)

  
(Signature of person transmitting paper or fee)

Page 1 of 2

**FERENCE & ASSOCIATES**  
*Amendment Transmittal*

Atty. Docket No. 696.004

5. ☐ Also enclosed: \_\_\_\_\_
6. ☐ No additional filing fee is required.
7. ☒ The filing fee has been calculated as shown below:

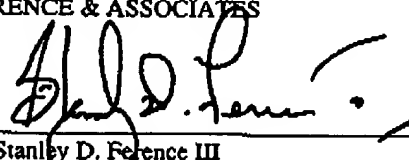
	Claims Remaining After Amendment (Col. 1)	Highest No. Prev. paid for (Col. 2)	Present Extra (Col. 3)	SMALL ENTITY			OTHER THAN A SMALL ENTITY	
				RATE	FEE		RATE	FEE
Total Claims	13	** 20	= * 0	x \$25	= 0	O R	x \$50	=
Ind. Claims	4	*** 4	= * 0	x \$100	= 100	O R	x \$200	=
<input type="checkbox"/> Multiple Dependent Claim Presented				+ \$180	=	O R	+ \$360	=
				<b>TOTAL</b>	<b>= \$100</b>	<b>000</b>	<b>TOTAL</b>	<b>= \$</b>

- \* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.
- \*\* If the "Highest No. Prev. paid for" in this space is less than 20, write "20" in this space.
- \*\*\* If the "Highest No. Prev. paid for" in this space is less than 3, write "3" in this space.

8. ☐ Applicant encloses herewith a check for \$\_\_\_\_ to cover the filing fee.
9. ☐ Attached is a completed Credit Card Payment Form. The Commissioner is hereby authorized to charge the \$\_\_\_\_ filing fee to the credit card identified in the Credit Card Payment Form submitted herewith.
10. ☐ The Commissioner is hereby authorized to charge payment of any additional filing fees associated with this communication or credit any overpayment to the credit card identified in the Credit Card Payment Form submitted herewith.

Respectfully submitted,

FERENCE &amp; ASSOCIATES

By   
 Stanley D. Ference III  
 Reg. No. 33,879

Dated: 16 February 2006

## Mailing Address:

Customer No. 35195  
**FERENCE & ASSOCIATES**  
 409 Broad Street  
 Pittsburgh, Pennsylvania 15143  
 (412) 741-8400  
 (412) 741-9292 - Facsimile

Page 2 of 2

Atty. Docket No. 696.004

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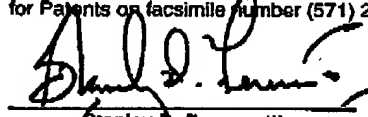
February 16, 2006

**AMENDMENT AFTER FINAL**

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**FEB 16 2006**

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being transmitted by facsimile to the Commissioner for Patents on facsimile number (571) 273-8300 on February 16, 2006.

  
Stanley D. Ference III  
Reg. No. 33,879

February 16, 2006  
Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated November 16, 2005, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on Page 2 of this paper.

**Remarks** begin on Page 6 of this paper.